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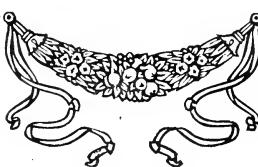
Metzner Floral Company

MOUNTAIN VIEW

CALIFORNIA

Gladioli Specialists
= and Hybridizers =

Sole Owners of the Exhibit at the Panama
Pacific International Exposition, 1915.



We hold awards as follows:

Grand Prize for exhibit our Gladiolus Seedlings.

Gold Medal, our variety, "Polar Star" White.

Gold Medal, our variety, "Dr. F. J. V. Skiff," Pink.

Silver Medal, our variety, "Captain A. C. Baker," Scarlet.

While the above varieties were worthy the honors bestowed upon them, our later productions show great improvement.

Color blending is an art, and many of our seedlings of recent dates are extraordinary color creations.

Our Mr. Metzner devotes hours of patient care in the selection of colors and types used in his creative work and has an accurate color record of over 2,000 distinctive varieties.

It is impossible to propagate in quantity such an endless variety regardless of their merit, and for this reason it is planned to dispose of many of these bulbs in our Special Collections this season.

The attention of buyers is directed to our various collections of unnamed Gladiolus and some wonderful prizes will be drawn, for a nominal sum, by fortunate buyers.

Our bulbs are all field grown and without fertilizers, hence are subject to grand results under intensive cultivation.

On November 25th, 1917, there were upwards of 5,000 new seedlings blooming outdoors, in our gardens, including a *new type* which produces bulbs over three inches in diameter and large flowers, many exceeding six inches in diameter, with spikes of corresponding size, *within* four months of the *planting of the Seed* (not bulblets).

Seed and Bulbs of this "Wonder Strain" are reserved from sale for the present.

Our offering of new named varieties herewith, supplementary to our former list, all originated at our Nursery at Mountain View, California, and must not be confused with bulbs, perhaps bearing the same name, found in other catalogues, but neither of our production nor descriptive of our colors.

METZNER FLORAL COMPANY,

Mountain View, California.

New Offerings for Season 1918.

Will give Flowers 4 to 6 inches in diameter; Spikes, 3 to 6 feet tall, in YOUR garden.

PENNANT. Cherry cardinal, lower petals and throat faintly touched with white, edged with a purple tinge. Very velvety.

LUCILE. Blending of cream and pale pink, ruby blotch over canary lower petals.

ORION. Scarlet, shaded darker self tones. Very vigorous.

ALPINE. Cream, lower petals canary, narrow scarlet stripes.

GUARDIAN. Bright salmon rose, canary lower petals, scarlet blotch.

DRAGON. Light rosy salmon, throat light golden brown, sprinkled and striped bright carmine.

TIP TOP. Solid crimson (pure tones), ruby lower petals.

PRINCESS. Deep rose pink, sulphur throat, amaryllis type.

IVANHOE. Dark cherry pink, creamy white throat, narrow stripes of cherry.

SPRINGMAID. White, faintest tinge of delicate pink, ruby markings over primrose on lower petals.

COMET. Dark cerise, lower petals sulphur.

NIDRAC. Bright flame scarlet, shading to cardinal.

RAVEN. Pale bronze, edged and splashed heliotrope, lower petals canary with dark garnet blotch.

DELMAR. Soft lavender, shading to blue purple, yellow stripe over ruby lower petals.

The above varieties, 25 cents each; \$2.50 per doz.

CAMPFIRE. Bright flame scarlet, shading to cardinal, cream white throat.

CHALLENGE. American Beauty pink, lower petals sprinkled cream white. Extra fine.

NEPTUNE. Golden olive, shading to light yellow, edged lavender pink.

IMPERIAL. Cerise pink, lower petals cerise cherry with central stripe of canary.

TRIUMPH. Ivory, shading to canary. Ruffled.

STARLIGHT. Pinkish white, lower petals overlaid dark rose pink.

NONPAREIL. Light garnet, lower petals canary, dark garnet blotch. Grand color.

SNOWBOUND. Ivory white, shading to canary in throat, faintly striped ruby.

ORIENTAL. Red purple, lower petals show blue purple tints, striped yellow.

TEN STRIKE. Dark cerise or salmon pink, lower petals scarlet; fine bold flower.

EL DORADO. Light cherry scarlet, lower petals creamy yellow, striped scarlet.

ALOHA. Cherry scarlet, canary throat, spotted dark scarlet. Extra large flowers.

MASCOT. Wine, shading to dark maroon, lower petals creamy yellow, covered with medium garnet.

SIERRA. Light cerise, lower petals creamy yellow; ruby feathers.

The above varieties, 35 cents each; \$3.50 doz.

BEACON. Bright cerise, lower petals creamy yellow, overlaid plum.

FALCON. Rose cerise, lower petals deep rose crimson. Very velvety.

ONWARD. Extra dark rose-pink, lower petals creamy yellow, sprinkled darker rose-pink.

PEERLESS. Lavender pink shading to deep crimson in throat. Ruffled.

SEMINOLE. Bright cherry scarlet, throat cream. Extra large flowering.

RED TOP. Bright flame scarlet, creamy yellow lower petals, shaded dark cardinal.

SILVER CREST. White, tinted delicate orchid pink; lower petals brilliant ruby.

DRAGON FLY. Dark salmon, sulphur lower petals, covered bright scarlet, central stripe of cream.

EMPIRE. Dark salmon rose, lower petals white, overlaid deep ruby. Very fine color and bloom.

GLORIOUS. Light cerise, shading to salmon; lower petals canary blotched crimson. Fine ruffled variety.

FREMONT. Cerise, flaked very dark cerise; lower petals sulphur, sprinkled dark cherry.

MIKADO. Light salmon, lower petals creamy yellow, sprinkled darker salmon.

ALTA. Cream white, faintly tinged delicate rose. Star type.

RAGTEN. Upper petals light garnet, lower petals dark garnet, creamy throat, blue purple markings. Unique colors.

The above varieties, 50 cents each; \$5.00 doz.

JOSEPHINE DENNISON. Clear cream white, faintly flaked lavender pink, throat pale primrose.

INVINCIBLE. Dark rose pink, lower petals royal ruby on primrose ground. Fine, bold flower.

STERLING. Very dark rose pink, sulphur throat. Very large flower; strong color tones.

ANGELUS. Bright dark coral, lower petals dark scarlet. Rich color tones; velvety.

YOLO. Bright cerise shading to scarlet; lower petals creamy yellow, short broad blotch of cardinal. Fine color and spike.

RIALTO. Light pink, flaked dark cerise in every petal. Large flower, strong spike.

The above varieties, 75 cents each; \$7.50 doz.

MRS. AMOS ROBERTS. Velvety flame scarlet, shading to cardinal in throat. Pure color tones. Extra choice.

MRS. JOHN HINKEL. Salmon rose, lower petals dark salmon, feathered cream. Extra large flower and rich colors.

CAMEO. Dark coral, shading to salmon in throat; lower petals golden yellow. Large flower, grand spike.

CONSTANCY. Deep cherry pink, shaded to darker self tones. Very choice.

BAHIA. Brilliant dark cherry, almost a scarlet; lower petals cherry scarlet, creamy throat. Strong spike.

MARIPOSA. Buttercup yellow, tinted delicate rose, mandarin blotch on lower petals. Extra strong grower.

The above varieties, \$1.00 each.

YELLOW PRIZE. Bright canary yellow, lower petals rich golden yellow. A very pure yellow. *\$2.50 each.*

FALLEN LEAF. Dark old rose, tinted ashes of roses; lower petals, blending of light wood-brown and old rose. Grand color novelty. *\$2.50 each.*

List of varieties offered in 1917, and prices this season:

GAZELLE. Cerise flaked salmon.

OCTAVIA. Old pastel pink, shaded old gold and cardinal.

LEONA. Blue purple with garnet stripe.

MYRA. Old pink flaked, darker old pink.

The above varieties, 15 cents each; \$1.50 doz.

URANUS. Medium rose-pink, lower petals cream.

ALBION. Cherry scarlet, cardinal markings.

MAGNOLIA. Lemon white, shaded canary, crimson markings.

TWILIGHT. Cream white. Star type.

PSYCHE. Light salmon rose. Orchid type.

COLONIAL. Pale lilac pink and golden yellow. Orchid type.

RENO. Light cerise, throat white, overlaid ruby.

TOKAY. Bright cerise, overlaid scarlet.

REGULUS. Dark lilac, lower petals canary, crimson feather.

PYTHIAS. Clear dark rose-pink.

GERMANIA. Nell rose, flaked crimson.

The above varieties, 25 cents each; \$2.50 doz.

AMAZON. Flesh pink, ruffled. Canna type.

DAMON. Light rose-pink, cream lowers, dark rose blotch.

DAMASCUS. Medium scarlet, lower petals cream.

YELLOW JACKET. Light yellow, lower petals golden yellow.

RED COAT. Brilliant scarlet, dark canary lower petals.

OSIRIS. Dark cerise, creamy to throat, cherry blotch. Ruffled.

SPARTAN. Bright cherry scarlet, cream white lower petals.

TAHITI. Flaked cerise.

REBECCA. Waxy white, purple markings. Ruffled.

The above varieties, 40 cents each; \$4.00 doz.

HARMONY. Delicate lilac pink, canary lowers.

BEN LOMOND. Light yellow, garnet stripe.

SALMO. Medium salmon, shading to dark salmon.

ANTIOCH. Cerise flaked, lower petals dark orange.

RHODA. Flaked cerise. Fine.

TYRO. Pastel rose-pink; decorative colors.

The above varieties, 50 cents each; \$5.00 doz.

SIRIUS. Light rose-pink, marked royal cherry over cream.
DARPIN. American Beauty pink, shading to darker tones.
ROSENEL. Bright Nell rose, lower petals garnet.
SILVER MOON. Milk white. Choice flower.
GRIZZLY BEAR. Light salmon rose. Extra large flowers.
THE PILOT. Clear rose-pink. Ruffled.

The above varieties, 75 cents each; \$7.50 doz.

BUNKER HILL. Cherry crimson, lower petals gold. Rich colors.
YOSEMITE. Salmon rose. Ruffled. Fine flower and spike.
ROSEASH. Old rose, blended ashes of roses. "A beauty."
JUANITA. Pinkish white, lower petals Nell rose.
CINDERELLA. Delicate rose, tinged primrose. Fine keeper.
ACME. Pure rose.

The above varieties, \$1.00 each; \$10.00 per doz.

Special Premiums.

On all orders amounting to \$2.50 and over—One bulb, *Scarlet, "CAPT. ASHER CARTER BAKER."*
On all orders amounting to \$5.00 and over—One bulb each, *Pink, "DR. FREDERICK J. V. SKIFF" and Scarlet, "CAPT. ASHER CARTER BAKER."*
On all orders amounting to \$7.50 and over—One bulb, *White, "POLAR STAR."*
On all orders amounting to \$10.00 and over—One bulb each, *"CAPT. BAKER," "DR. SKIFF," "POLAR STAR."*

New Collections to suit Every Purse.

Prize Bulbs in Every Assortment.

Set 1. \$.50—12 blooming size bulbs, prepaid.
Set 2. 1.00—12 blooming size bulbs, prepaid.
Set 3. 1.50—12 blooming size bulbs, prepaid.

(The following are extra choice bulbs selected from thousands of seedlings):

Set 4. \$2.50—12 large size bulbs, prepaid.
Set 5. 3.50—12 large size bulbs, prepaid.
Set 6. 5.00—12 large size bulbs, prepaid.
Set 7. 7.50—12 large, grand bulbs, prepaid.
Set 8. 10.00—12 large, grand bulbs, prepaid.

Bedding or Florists' Collections.

Wonderful Color Assortments.

Collection A. \$2.50 per 100. \$25.00 per 1000. Blooming size.
Collection B. 3.50 per 100. 35.00 per 1000. Large size.
Collection C. 5.00 per 100. 50.00 per 1000. Extra size.
Collection D. 7.50 per 100. 75.00 per 1000. Extra bulbs.
Collection E. 10.00 per 100. 100.00 per 1000. Grand bulbs.

For intrinsic value, we challenge competition.

New Carnations.

Our P. P. I. E. Gold Medal Variety.

"CHIEF DENNISON." Bright scarlet.

"CORONA." Large show flower (ball shape). Light silvery pink.

The above varieties, 25 cents each.

WESTERN CHARMER. Rose-pink, free bloomer.

PORTOLA. Baby-pink; a beauty

CHAMOISE. Buff and salmon blended.

GOLDEN WEDDING. A pure yellow.

WHITE DOVE. A glistening white.

LONDON SMOKE. Mauve purple and strawberry.

SUNSET. Straw flaked orange.

The above varieties, 15 cents each; \$1.50 per doz.

Special Collection of Carnations, our selection, \$1.00 per doz.

Pelargoniums (Lady Washington)

BEAUTY OF MOUNTAIN VIEW. Our P. P. I. E. Gold Medal Variety. A beautiful shade of rose-pink.

PRIDE OF SANTA CLARA. A companion to the above. A delicate flesh pink.

The largest and finest Pelargoniums in cultivation. Strong plants, 25 cents each or \$2.50 per doz.

Collection of choice colors, named and seedling varieties, our selection, \$1.50 per doz.

"Geraniums"

Our P. P. I. E. varieties as follows:

H. PLATH (Gold Medal). Vivid scarlet.

GOV. JOHNSON (Silver Medal). Orange scarlet.

MARY GARDEN (Silver Medal). Salmon pink.

J. STITT WILSON (Bronze Medal). Orange flame scarlet.

ESPARTO. Rich rose-pink.

MAYOR ROLPH. Cherry scarlet.

LA PALOMA. Pure white.

TACOMA. Deep salmon.

Price \$1.00 per doz.; \$6.00 per 100.

Selected Seed, 50 cents per packet.

Giant Ruffled Petunias.

Our P. P. I. E. Gold Medal Variety.

Colors: Flesh Pink, Rose-pink, Cherry, Lilac, Crimson, White, Various Mottled Colors.

Price, strong plants, \$1.00, \$1.50 and \$2.50 per dozen.

Selected Seed, 50 cents per pkt.

Pansies—Pansies.

Our improved strain is without equal for size of flower and choice form and color.

Try our plants or seed.

*Plants, blooming size, 25 cents, 50 cents and 75 cents per doz.
Seed, General Stock, 25 cents; Selected Stock, 50 cents per pkt.*

Tuberous Begonias, Single and Double. Cyclamen, highest grades in choice colors.

We make a special feature of these and our seedlings will compare favorably with the World's Best.

Bulbs, 15 cents, 25 cents, 50 cents each.

SNAP DRAGON—GAILLARDIA—PENSTEMON.

Extra choice varieties of the latest types and rare colors.
\$1.00 per dozen. Seed 25 cents per packet.

DELPHINIUMS. Imported English varieties. 10 choice colors.

Plants, \$1.50 per dozen; Seed, 25 cents per packet.

Gladiolus Bulblets.

From named Exhibition Varieties.

Our Selection, \$1.00 per 100. Seed, 50 cents per packet.

SURPLUS PLANTS AND BULBS AT BARGAIN PRICES.

Every season in our experimental work we grow large quantities of seedling plants in addition to our named varieties and usually have a considerable quantity of fine plants left over at the end of the season. We much prefer to sell this stock rather than carry them over, and for purely advertising purposes make the following extraordinary offer:

GARDEN SET NO. 1. 100 strong plants.....	\$1.50
10 kinds in all, our selection.	
GARDEN SET NO. 2. 250 strong plants.....	\$5.00
10 kinds in all, our selection.	

This offer will embrace Pansies, Verbenas, Snapdragons, Stock, Wall Flowers, Geraniums, Gaillardias, Petunias, Shasta Daisies, Penstemon, Ivy Geraniums and many other choice garden flowers of our high grade strains.

GARDEN SET NO. 3. 100 bulbs.....	\$3.50
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Embracing our selection of Dahlias, Gladiolus, Tuberous Begonias, Calla Lily, Cyclamen, and other bulbs of our own production mainly for outdoor culture.

Delivery after March 15, 1918.

If bought in a regular way any of these Garden Sets would amount to several times our asking price. Try one or more of these sets.

At prices quoted we cannot prepay delivery charges. These sets should go by Express.